



CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)



2021 INTENSE SPOKESPERSON

AUGUST 19, 2021

Course Overview: This one-day Intense Spokesperson training is for experienced public information/affairs personnel, government officials and subject-matter-experts who are likely to interact with the news media before, during or after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera and remote on-camera interviews. Message mapping development, interview preparation, remote staging methodology, and news conference stagecraft will be emphasized and reinforced throughout this highly interactive workshop.

Course Points of Contact: Courtney Radar, Madison County EM/CSEPP PIO; Cell: (859) 893-2057; E-mail: courtney.rader@madisoncountky.us. Eric Singer, Argonne PAST Fusion Cell Academy; Cell: (719) 661-2674; E-mail: ssinger@anl.gov.

Training Location: Madison County Joint Information Center, 558 S. Keeneland Drive, Richmond, KY 40475.

Course Agenda:

- 8:30 AM Facility Opens/Participants Arrive
- 8:45 AM Welcome: Class Introductions
- 9:15 AM Unit 1: Developing Key Messages
- 10:00 AM Unit 2: The Art of the Interview
- 10:45 AM Unit 3: Prepare "Remote" On-Camera Interviews
- 11:30 AM Lunch on your own
- 12:30 PM Unit 4: Remote Interviews
- 2:00 PM Unit 5: On Camera Interviews
- 3:15 PM Unit 6: News Conference Stagecraft
- 4:00 PM Course Wrap Up/End of Day

**Course agenda subject to change*